Spring 2023

ENTR 7390 Technology Entrepreneurship

_____

Class info

Wednesdays, 4pm - 7pm | Online synchronous class

Zoom link:

https://uh-edu-cougarnet.zoom.us/j/5397746402?pwd=R1BQOTdHTUF4MG1TVFdwRIRYa0syUT09

 Password: 264600 (note: must sign in with cougarnet as well)

Instructor: Tanu Chatterji

Email: tchatte@central.uh.edu

TA: Varshitha Reddy

Email: vpailla@CougarNet.UH.EDU

Office hours: Office hours are Tuesdays from 11am - 2pm. Sign up for office hours with me here
**If these office hour times don't work for you, just shoot me an email and we'll set up another time.

Course content

Jan 18 (Class#1)

+ Intro to course
+ Overview of methodology

Jan 25* (Class #2)

+ Finding problems + understanding needs
+ Customer ecosystem
+ Gathering feedback from customers
➔ Class overview: Slides + In-class participation

➔ <mark>Assignments (due at noon on 1/31):</mark>

◆ Customer description
◆ Questions to ask customers

Feb 1* (Class #3)

+ Ideation
+ Creating value
+ Incorporating customer feedback
+ Intro to Project I (Due, 3/1 guidelines on Blackboard)
➔ Class overview: Slides + In-class participation

Feb 8* (Class #4)

+ Intro to the Lean Business Model
+ Ideation- Assignment (Building a Business canvas)
+ Slides + In-class participation

<mark>Business canvas assignment due (3/22)</mark>

Feb 15* (Class #5)

+ Pretotyping: Intro to concepts
+ Review of individual idea presentation
➔ Class overview: Slides + In-class participation

➔ Assignments due:
<mark>Speaker question due (2/21)- next week, submit on Blackboard</mark>
<mark>Project I due (3/1)- in 2 weeks</mark>

Feb 22 (Class #6)

+ **Speaker: Zimri Hinshaw, CEO and Founder of Bucha Bio- A Founder's Journey in Cleantech**

<mark>Project I due (3/1)- Next class</mark>

March 1* (Class #7)

+ Technology Commercialization process

+ Class project
  + Ideation
  + Intellectual Property Protection

➔ Class overview: Slides + In-class participation
➔ Assignments due (next class)

Individual Idea presentation due 3/8- Next class

March 8* (Class #8)

+ Individual idea presentation (problem + customer)
+ Selection of group project

Business canvas assignment due (3/22)- Next Class

Speaker Question due (3/21)- Next class

March 22 (Class #9)

+ Intro to traction concepts
+ Branding
➔ Class overview: Slides

+ **Speaker- Meredith Wheeler, Founder of Sesh Coworking- Mastering Social Media**

Speaker questions in class on Zoom- Bonus points (1 point for each question)

March 29* (Class #10)

+ Business models
+ Financial projections: TAM + LTV/COCA
+ Fundraising
➔ Class overview: Slides + In-class activities(reminder: class participation is due by Friday at midnight & should be completed individually)

April 5* (Class #11)

+ Legal considerations (formation + trademarks)
➔ Class overview: Slides + In-class participation

➔ Assignments due (next class):
  ◆ <mark>Speaker questions (2) due 4/4 (submit on Blackboard)</mark>

April12 (Class #12)

  ＋**Ody De La Paz, CEO of Sensytec- A Founder's Journey in the Construction industry**

➔ Class overview
➔ Assignments due (next class):
  ◆ <mark>Speaker questions (2) due 4/11 by noon (submit on Blackboard)</mark>

April 19 (Class # 13)

  ＋**Dan Meyer, CEO CellChorus - Biotech Startups and fundraising challenges**

➔ Class overview: Slides, In-class participation, Extra resources
➔ Assignments due (next class):
  ◆ <mark>Speaker questions (2) due by noon 4/18 (submit on Blackboard)</mark>

April 26 (Class #14)

  ＋ **Wogbe Ofori, Founder WRX Companies- What not to do when forming your Startup**
  ◆ <mark>Speaker questions in class on Zoom- Bonus points (1 point for each question)</mark>

May 3rd (Class #15)

  <mark>Final Project Presentation (15 mins each team)</mark>

Assignments

Grades

+ Attendance, 14 points

+ Participation, 16 points (2/day, asterisk on days with additional participation points)

+ Individual assignments, 29 points

    + Customer/Customer Questions, 3 points,

    + Project I, 10 points,

    + Idea presentation, 6 points

    + Speaker questions, 10 points (2 points/speaker), see syllabus + Blackboard for due dates

+ Group assignments, 41 points

    + Business canvas Assignment,16 points

    + Final project presentations, 25 points (w/ peer assessment, 4 points)

        + Note: individual student interviews will be assessed on an individual basis and will account for 5 points of the final project grade.

Grading scale

Grades are based on the standard UH grading scale (listed below). Grades will not be rounded.

A: 93 and above   C: 73-76

A-: 90-92   C-: 70-72

B+: 87-89   D+: 67-69

B: 83-86   D: 63-66

B-: 80 - 82   D-: 60-62

C+: 77-79   F: 59 and below

Extra class info: Absences

Excused Absence Policy

Regular class attendance, participation, and engagement in coursework are important contributors to student success. Absences may be excused as provided in the University of Houston Undergraduate Excused Absence Policy and Graduate Excused Absence Policy for reasons including: medical illness of student or close relative, death of a close family member, legal or government proceeding that a student is obligated to attend, recognized professional and educational activities where the student is presenting, and University-sponsored activity or athletic competition. Under these policies, students with excused absences will be provided with an opportunity to make up any quiz, exam or other work that contributes to the course grade or a satisfactory alternative. Please read the full policy for details regarding reasons for excused absences, the approval process, and extended absences. Additional policies address absences related to military service, religious holy days, pregnancy and related conditions, and disability.

Attendance points policy: There are 14 attendance points in the semester. You are allowed one miss with no penalty - no questions asked. You do not need to email me to let me know you are using this allowed absence. Additional absences will require verification for full points.

In-class participation points policy: If you are absent on a day that has in-class requirements, there are several options.

First, you can complete the in-class requirements and can still receive partial credit. *This will be the case even if it is your one allowed absence with no penalty.* Meaning if there are in-class activities but you have an absence for unexcused reasons, you will receive the attendance point but will still only receive partial credit for the in-class activities if you complete them.

If you are absent with a recognized excuse but are still able to join via Zoom (i.e. you were exposed to COVID and your own test results are pending), you should send me an email to receive the Zoom link for that day and complete the in-class activity with the group to receive full credit.

If you are absent (with a recognized excused absence and cannot attend class *and proof of the reason for the absence*), you can receive full credit after completing the in-class requirements. If you review the slides and in-class activities, and do not understand the assignment, please sign up for office hours with me (calendly link on the top of the syllabus document) to discuss.

<u>IMPORTANT NOTE</u>: The in-class assignments will be available for each day on the syllabus before class. These should be completed within one week to receive full or partial credit for the assignments. Participation activities received after this date, will not be eligible for credit unless previously discussed with the instructor. If you have any questions regarding the in-class activities, you can reach out to the instructor for guidance.

Late Assignments

Assignment due dates are listed in the schedule section of this syllabus. If you complete an assignment after the time it is due but on the day it is due, you will lose a half point of credit. Each day after that another half point is lost. Once the assignment total reaches zero, no credit can be given.

Extra class info: Syllabus

This syllabus

This syllabus is a changing document. Please continue to reference it throughout the semester. It will be available via Blackboard.

Syllabus Changes

Due to the changing nature of the COVID-19 pandemic, please note that the instructor may need to make modifications to the course syllabus and may do so at any time. Notice of such changes will be announced as quickly as possible through email & Blackboard.

UH Email

Please check and use your Cougarnet email for communications related to this course. To access this email, login to your Microsoft 365 account with your Cougarnet credentials.

Extra class info: UH Policies

Recording of Class

Students may not record all or part of class, livestream all or part of class, or make/distribute screen captures, without advanced written consent of the instructor. If you have or think you may have a disability such that you need to record class-related activities, please contact the Justin Dart, Jr. Student Accessibility Center. If you have an accommodation to record class-related activities, those recordings may not be shared with any other student, whether in this course or not, or with any other person or on any other platform. Classes may be recorded by the instructor. Students may use instructor's recordings for their own studying and notetaking. Instructor's recordings are not authorized to be shared with *anyone* without the prior written approval of the instructor. Failure to comply with requirements regarding recordings will result in a disciplinary referral to the Dean of Students Office and may result in disciplinary action.

Academic Honesty Policy

High ethical standards are critical to the integrity of any institution, and bear directly on the ultimate value of conferred degrees. All UH community members are expected to contribute to an atmosphere of the highest possible ethical standards. Maintaining such an atmosphere requires that any instances of academic dishonesty be recognized and addressed. The UH Academic Honesty Policy is designed to handle those instances with fairness to all parties involved: the students, the instructors, and the University itself. All students and faculty of the University of Houston are responsible for being familiar with this policy.

Extra class info: UH Resources & Helpful Info

Reasonable Academic Adjustments/Auxiliary Aids

The University of Houston complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, pertaining to the provision of reasonable academic adjustments/auxiliary aids for disabled students. In accordance with Section 504 and ADA guidelines, UH strives to provide reasonable academic adjustments/auxiliary aids to students who request and require them. If you believe that you have a disability requiring an academic adjustments/auxiliary aid, please contact the Justin Dart Jr. Student Accessibility Center (formerly the Justin Dart, Jr. Center for Students with DisABILITIES).

Resources for Online Learning

The University of Houston is committed to student success, and provides information to optimize the online learning experience through our Power-On website. Please visit this website for a comprehensive set of resources, tools, and tips including: obtaining access to the internet, AccessUH, and Blackboard; requesting a laptop through the Laptop Loaner Program; using your smartphone as a webcam; and downloading Microsoft Office 365 at no cost. For questions or assistance contact UHOnline@uh.edu.

Title IX/Sexual Misconduct

Per the UHS Sexual Misconduct Policy, your instructor is a "responsible employee" for reporting purposes under Title IX regulations and state law and must report incidents of sexual misconduct (sexual harassment, non-consensual sexual contact, sexual assault, sexual exploitation, sexual intimidation, intimate partner violence, or stalking) about which they become aware to the Title IX office. Please know there are places on campus where you can make a report in confidence. You can find more information about resources on the Title IX website at https://uh.edu/equal-opportunity/title-ix-sexual-misconduct/resources/.

Security Escorts and Cougar Ride

UHPD continually works with the University community to make the campus a safe place to learn, work, and live. Our Security escort service is designed for the community members who have safety concerns and would like to have a Security Officer walk with them, for their safety, as they make their way across campus. Based on availability either a UHPD Security Officer or Police Officer will escort students, faculty, and staff to locations beginning and ending on campus. If you feel that you need a Security Officer to walk with you for your safety please call 713-743-3333. Arrangements may be made for special needs.

Parking and Transportation Services also offers a late-night, on-demand shuttle service called Cougar Ride that provides rides to and from all on-campus shuttle stops, as well as the MD Anderson Library, Cougar Village/Moody Towers and the UH Technology Bridge. Rides can be requested through the UH Go app. Days and hours of operation can be found at https://uh.edu/af-university-services/parking/cougar-ride/.

Helpful Links

COVID-19 Updates

Coogs Care

Laptop Checkout Requests

Health FAQs

Student Health Center

Extra class info: COVID

Vaccinations

Data suggests that vaccination remains the best intervention for reliable protection against COVID-19. Students are asked to familiarize themselves with pertinent vaccine information and to consult with their health care provider. The University strongly encourages all students, faculty and staff to be vaccinated.

General Entrepreneurship Resources

An editable list of books, podcasts & resources to check out here

UH Entrepreneurship resources

Sign up for the RED Labs newsletter on this form

Follow RED Labs, @uhredlabs on Instagram and [Facebook](#)

Follow Wolff Center, @wolffcenter on Instagram and [Facebook](#)